

WHAT IS CLAIMED IS:

Sub 21
1. A method for treating a cancer, comprising administering a compound that is
an antagonist to an endothelin B receptor (ETB) to a subject in need of such treatment.

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2. The method of Claim 1 in which the cancer is selected from the group
consisting of melanoma, prostate cancer, colon cancer, ovarian cancer or mammary cancer.

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3. The method of Claim 2 in which the cancer is melanoma.

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4. The method of Claim 1, in which the compound is a mimic of Endothelin-1.

5. The method of Claim 1 in which the compound is an antisense or ribozyme
molecule that blocks translation of a molecule that activates ETB.

6. The method of Claim 1 in which the compound is an antibody to a molecule
that activates ETB.

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7. A pharmaceutical formulation for the treatment of a cancer, comprising a
compound that is an antagonist to ETB activation, mixed with a pharmaceutically acceptable
carrier.

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8. The pharmaceutical formulation of Claim 7 in which the cancer is selected
from the group consisting of melanoma, prostate cancer, colon cancer, ovarian cancer or
mammary cancer.

9. The pharmaceutical formulation of Claim 8 in which the cancer is melanoma.

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10. The pharmaceutical formulation of Claim 7, in which the compound is a
mimic of ET-1.

11. The pharmaceutical formulation of Claim 7 in which the compound is an antisense or ribozyme molecule that blocks translation of a molecule that activates ETB.

12. The pharmaceutical formulation of Claim 7 in which the compound is an antibody to a molecule that activates ETB.

13. A method for screening for a potential antagonist to ETB activation comprising:

- (a) administering a test compound to a cell expressing ETB;
- (b) measuring the activity of the ETB; and
- (c) determining whether the test compound reduces the level of activity of the ETB,

in which test compounds that result in decreased activity of the ETB are identified as the potential antagonist.

add
A+1

add
C2